



## JOB DESCRIPTION

State Form 52468 (12-05)

This document is used to provide a basic description of essential duties and other work elements.

<b>Employee Name:</b>		
<b>Agency:</b> Indiana Secretary of State		<b>BU:</b> 00040
<b>Division:</b> Administration	<b>Section/District:</b>	
<b>Job Title:</b> Communications Manager		<b>Job Code:</b>
<b>Working Title (if different from above):</b>		
<b>Reports To:</b> Director of Communications		
<b>FLSA Status:</b> <input type="checkbox"/> Non-Exempt (OT Eligible) <input checked="" type="checkbox"/> Exempt		<b>Effective Date :</b>

### **Purpose of Position/Summary:**

To play a key role in the advancement of the communications efforts of the office of the Secretary of State. To support the office's strategic objective of building awareness and informing Hoosiers of the many ways the office serves them. To help maintain consistent state-wide communications utilizing various communications strategies and tactics.

### **Essential Duties/Responsibilities:**

- Creative, outside-the-box thinking to create and deliver effective messaging throughout all the organization's divisions.
- Evaluate efficacy of improved e-communication program opportunities for online outreach, e-community interaction; example: maintain e-newsletter program on key organizational initiatives.
- Ensure publications and information released to constituent groups is accurate and compliant with agency objectives.
- Write press releases, statements, and articles to inform constituents on the ways the office serves them.
- Produce, edit, and distribute radio feeds in conjunction with written communication on relevant public information.
- Ensure publications and information released to the media/public are accurate and compliant with agency objectives.
- Research and respond to media questions in a timely manner utilizing knowledge of the Election Division, Securities Division, Dealer Services and Business Services staff as needed.
- Pitch story ideas to local, regional, state and national media, including radio, newspaper, television and magazines.
- Edit press releases, statements, other documents written by other staff.
- Keep media contacts updated. Develop and maintain professional contacts and media-related sources.
- Monitor media for relevant news, maintain clips service and database, update online newsroom with office information.
- Prepare scheduling staff with preparatory and messaging documents relevant for any SOS-related event.
- Help draft, edit or review of organization's letters and written constituent communication.
- Maintain appropriate level of training and ability to update web content.
- Maintain photographs file for public information, maintain cameras and equipment.
- Prepare speech outlines and talking points for the Secretary of State

### **Job Requirements:**

Advanced writing ability. Basic journalistic skills and abilities. General knowledge of media. Ability to monitor current and emerging trends that impact the office of the Secretary of State. Ability to monitor media for stories that mention office. Ability to understand and effectively work within all levels of the organization. Ability to take on projects and see them to conclusion while working independently. Web site content management

### **Supervisory Responsibilities/Direct Reports:**

None

**Difficulty of Work:**

Fast pace. Ability to multi-task is key. Strong writing skills. Ability to learn about new concepts quickly in order to communicate about them to various publics.

**Responsibility:**

Writing, talking points/message development, Web site management,

**Personal Work Relationships:**

Will report to the Director of Communications and Outreach. Will interact with members of Executive Staff including Chief of Staff and Secretary of State. Will work closely in partnership with Executive Assistant and Outreach and Advance Manager

**Physical Effort:**

Minimal

**Working Conditions:**

Office